

Rep Order# 9837787 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 10/08/2012 2:30 PM  
Last Received: 10/08/2012 12:52 PM  
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 60S  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

64402  
Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 10/09/2012 - 10/15/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	7A-8A	EARLY SHW	:60	\$380.00	10/09-10/15	5 P3	1	5	\$1,900.00	
	2	SU	7P-8P	60 MIN	:60	\$10,000.00	10/14-10/14	1 P2	1	1	\$10,000.00	
	3	W	8P-9P	SURVIVOR	:60	\$15,000.00	10/10-10/10	1 P2	1	1	\$15,000.00	

---REPORT TOTALS---

Report Totals: 7 / \$26,900.00

---SALES MONTHLY TOTALS---

Oct 12: 7 / \$26,900.00  
Sales Totals: 7 / \$26,900.00  
Station Totals: 7 / \$26,900.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$66,899	CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPC	8%
		WKRC	40%	WLWT	17%	WSTR	0%	WXIX	32%		

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Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Books null  
Demos RA35+

# ORDER

## LOCAL 12

Orders	Order / Rev:	64402
	Alt Order #:	09837787
	Product Desc:	BROWN 60S
	Estimate:	
	Flight Dates:	10/09/12 - 10/15/12
	Original Date / Rev:	10/08/12 / 10/08/12
	Order Type:	GENERAL

Local 12 WKRC-TV
Millennium Washington DC
MNAT
National

Agency	Name:
	Shorr Johnson Magnus
	1831 Chestnut Street
	Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Sherrod Brown for Senate
	Demographic:	A35+
	Product Codes:	US Senate
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan	Totals
1	1
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10
11	11
12	12
13	13
14	14
15	15
16	16
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90	90
91	91
92	92
93	93
94	94
95	95
96	96
97	97
98	98
99	99
100	100

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	7	\$26,900.00	\$22,865.00
<b>Totals</b>		<b>7</b>	<b>\$26,900.00</b>	<b>\$22,865.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC				100%
Start Of Order - End Of Order				

Order Share	Share	Total
Local 12 WKRC-TV	40%	\$26,900.00
Market	100%	\$67,250.00

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	3%	\$2,017.50
WCPO	8%	\$5,380.00
WLWT	17%	\$11,432.50
WSTR	0%	\$0.00
WXIX	32%	\$21,520.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WKRC	10/09/12	10/15/12	CBS This Morning CBS Morning News	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	MTWTF--	1:00	5	\$380.00	P-3	0.00 NM	5	\$1,900.00
<b>EARLY SHW</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/09/12	10/15/12	MTWTF--	5	\$380.00	0.00							
E 2	WKRC	10/14/12	10/14/12	Sun Reg 1 Sun Reg 1	CM	7:00 PM-8:00 PM	-----S	1:00	1	\$10,000.00	P-2	0.00 NM	1	\$10,000.00
<b>60 MIN</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/08/12	10/14/12	-----S	1	\$10,000.00	0.00							
E 3	WKRC	10/10/12	10/10/12	Wed Reg 1 Wed Reg 1	CM	8:00 PM-9:00 PM	--W----	1:00	1	\$15,000.00	P-2	0.00 NM	1	\$15,000.00
<b>SUBVIV/OR</b>														

## SURVIVOR

